

Message Text

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SUBJ: FY77 AND FY78 SYDNEY TRADE CENTER EVENT SCHEDULES

REF: (A) MURRAY/SILLOWAY/NATHANSON TELECON, 12/16/76; (B)
CANBERRA 8918; (C) USDOC 20963; (D) SYDNEY A-53, 11/15/76

IN VIEW OF THE PROBLEMS RAISED IN OUR TELECON OF DECEMBER 12, STC
BELIEVES A REVIEW OF THE STATUS OF BOTH FY77 AND FY78 TRADE
CENTER EVENT SCHEDULES IS IN ORDER.

FY1977 EVENT SCHEDULE

1. FOLLOWING EXHIBITION THEMES ARE FIRM: EDUCATIONAL AND TRAINING
AIDS, MARCH 28-APRIL 1, 1977; OUTDOOR LEISURE AND RECREATION
EQUIPMENT, MAY 2-6, 1977; AND SECURITY AND SAFETY DEVICES,
JULY 11-15, 1977. RESEARCH INDICATING FAVORABLE MARKET FOR ALL
3 THEMES HAS BEEN SUBMITTED AND PLANS PACKAGES PREPARED.

2. MARINE ELECTRONICS THEME IS SCHEDULED FOR AUGUST 15-19, 1977
EXHIBITION BUT FINAL CONFIRMATION DEPENDS ON RESULTS OF MARKET
RESEARCH DUE JANUARY 7.

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EM THE VIABILITY OF THE AIDS TO THE HANDICAPPED THEME PROPOSED

FOR SEPTEMBER 26-30, 1977 EXHIBITION HAS BEEN QUESTIONED BY PRICE WATERHOUSE WHICH IS IN THE PROCESS OF CONDUCTING TWO RESEARCH PROJECTS ON MEDICAL EQUIPMENT. PRICE WATERHOUSE CLAIMS THE MARKET FOR AIDS TO THE HANDICAPPED IS TOO SMALL TO SUPPORT A MAJOR EXHIBITION AND RECOMMENDS THAT THE EXHIBITION INCLUDE A BROADER SELECTION OF MEDICAL EQUIPMENT. THE FINAL DECISION ON WHETHER TO HAVE THIS EXHIBITION AND WHAT IT WILL INCLUDE MUST AWAIT REVIEW OF THE TWO MARKET RESEARCH STUDIES DUE IN THE NEXT TWO WEEKS. THE POSSIBILITY OF A TANDEM EVENT WITH TOKYO, AS PROPOSED IN REF. C, MAY MAKE THE THEME MORE ATTRACTIVE.

4. STC RECOMMENDS THAT THE TWO ALTERNATE THEMES FOR FY77 BE BUSINESS EQUIPMENT AND OFFICE AND PLANT MAINTENANCE EQUIPMENT. STC BELIEVES OFFICE AND PLANT MAINTENANCE EQUIPMENT IS A BETTER ALTERNATE THAN CLEANING SERVICES EQUIPMENT OR INDUSTRIAL ASSEMBLY EQUIPMENT PROPOSED IN REF. C. THE THEME WOULD INCLUDE SOME ITEMS FROM CLEANING SERVICES EQUIPMENT, BUT PROVIDES A BROADER SCOPE MAKING IT MORE VIABLE FOR THE AUSTRALIAN MARKET. PLEASE ADVISE IF THE PROPOSED CHANGE IN THE ALTERNATE THEME IS ACCEPTABLE.

5. MARKET RESEARCH HAS BEEN CONDUCTED OR IS IN PROGRESS FOR ALL TC EVENTS SCHEDULED FOR FY77 AND FOR THE ALTERNATE THEME OF BUSINESS EQUIPMENT. THE ONLY ADDITIONAL RESEARCH REQUIRED IS ON THE PROPOSED ALTERNATE THEME OF OFFICE AND PLANT MAINTENANCE EQUIPMENT. STC WILL PREPARE A DESK STUDY ON THAT THEME FOR SUBMISSION BY THE END OF MARCH 1977.

FY1978 EVENT SCHEDULE.

6. FIRM THEMES APPEAR TO BE: INDUSTRIAL PROCESS CONTROL INSTRUMENTATION, DECEMBER 1977; DATA COMMUNICATIONS AND RELATED BUSINESS MACHINES, JUNE 1978 AND OFFSITE PARTICIPATION IN THE AIEE, SEPTEMBER 1978, WITH A FOCUS ON METALWORKING EQUIPMENT. FINAL CONFIRMATION WILL DEPEND ON MARKET RESEARCH.

7. OIM REPORTED IN TELECON THAT POLL ON ENERGY SYSTEMS THEME WAS UNFAVORABLE AND CANCELLATION OF EXHIBITION OR CHANGE TO TECHNICAL SEMINAR IS BEING CONSIDERED. STC HAS CONSISTENTLY UNCLASSIFIED

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RECOMMENDED THAT EXHIBITION CONCENTRATE ON STANDBY POWER GENERATION RATHER THAN POWER PLANT EQUIPMENT. SEE OUR ANALYSIS OF THE MARKET IN THE BEST PROSPECTS AIRGRAM (REF D). WE HAVE ALSO RECOMMENDED MOVING THE EXHIBITION TO THE FIRST HALF OF CY1977. IF OIM DECIDES TO CANCEL THE EXHIBITION, THE TRADE CENTER IS IN FAVOR OF HAVING A TECHNICAL SEMINAR INSTEAD.

8. REF. B RAISES THE QUESTION OF A POSSIBLE CONFLICT FOR THE

TELECOMMUNICATIONS EXHIBITION PROPOSED FOR NOVEMBER 1977 WITH THE WORLD TELECOMMUNICATIONS EXPOSITION, A FOREIGN BUYER PROGRAM EVENT TO BE HELD IN THE U.S. OCTOBER 9-15, 1977, AND SUGGESTS THIS EXHIBITION BE MOVED TO THE FIRST HALF OF CY1977. WE AWAIT OIM'S DECISION ON THE TIMING OF THIS EVENT.

9. AS PREVIOUSLY STATED IN REF. B, PRICE WATERHOUSE ALSO HAS DETERMINED IN ITS PRELIMINARY RESEARCH INTO THE MEDICAL EQUIPMENT FIELD THAT THE AUSTRALIAN MARKET FOR OPHTHALMOLOGY/DENTISTRY/OPTOMETRY EQUIPMENT IS TOO SMALL TO SUPPORT A MAJOR EXHIBITION. BASED ON THIS PRELIMINARY FINDING, WE RECOMMEND THAT THE EXHIBITION ON THAT THEME PROPOSED FOR JULY 1978 BE CANCELLED IN FAVOR OF A SINGLE HEALTH CARE EXHIBITION IN SEPTEMBER 1977. A FINAL DECISION ON THE OPHTHALMOLOGY/DENTISTRY/OPTOMETRY EXHIBITION MUST AWAIT REVIEW OF THE MARKET RESEARCH.

10. REF. B PROPOSED MACHINERY AND EQUIPMENT FOR THE PLASTICS INDUSTRY AND BUILDING SUPPLIES AND HOUSING SYSTEMS AS THE TWO ALTERNATE THEMES FOR FY78. SHOULD ANY OF THE QUESTIONABLE EXHIBITION THEMES DISCUSSED ABOVE BE CANCELLED, WE HAVE NO OBJECTION TO EITHER OR BOTH OF THE ALTERNATE THEMES BEING SUBSTITUTED. ALSO, BOTH ALTERNATES PROPOSED FOR FY77 CAN BE USED IN FY78.

11. MARKET RESEARCH NEEDS FOR FY78 CANNOT BE DETERMINED UNTIL THE PROGRAM IS ESTABLISHED. RELATED RESEARCH PROJECTS COMPLETED, IN PROGRESS, OR SCHEDULED ARE: THE MEDICAL EQUIPMENT GMS AND OTHER MEDICAL SURVEY BEING PREPARED BY PRICE WATERHOUSE FOR SUBMISSION BY DECEMBER 23; PROCESS CONTROL INSTRUMENTATION GMS TO BE PREPARED BY PRICE WATERHOUSE FOR SUBMISSION AT THE END OF MARCH; ELECTRIC ENERGY SYSTEMS GMS SUBMITTED JULY 1975 SUPPLEMENTED BY THE FY1979 BEST PROSPECTS AIRGRAM; COMMUNICATIONS EQUIPMENT AND SYSTEMS GMS SUBMITTED SEPTEMBER 1975 SUPPLEMENTED
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BY THE FY1979 BEST PROSPECTS AIRGRAM; COMPUTERS AND PERIPHERAL EQUIPMENT GMS SUBMITTED APRIL 1976 WHICH CONTAINS INFORMATION ON DATA COMMUNICATIONS MARKET; BUSINESS EQUIPMENT AND SYSTEMS GMS SUBMITTED APRIL 1975; AND BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT GMS SUBMITTED DECEMBER 1975. PLEASE ADVISE AS SOON AS POSSIBLE WHAT ADDITIONAL RESEARCH IS REQUIRED.
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